

# THE HECHT CO. SILVER JUBILEE



## TRUTH...PROGRESS

SCHULZE

**1896-1921. Our Silver Jubilee is at hand. Ring out the glad tidings. Twenty-five years of successful storekeeping; and now we stop to celebrate with sales to fit the event.**

Tomorrow we begin the 25th anniversary of this business. It's our SILVER JUBILEE, and enthusiasm has been fused to the white heat of endeavor to make the occasion memorable.

We have gone to our friends in the market—to jobber and manufacturer—and have enlisted their support.

"This," we said, "is our Silver Jubilee. We have been dealing with you for up to 25 years; help us make this the sale of sales."

They have responded generously. They have given us merchandise well below its market price; and we, in turn, have foregone customary profits to make each item an extraordinary value.

Silver Jubilee merchandise fills the store, and every department contributes its share. This opening announcement gives—and is intended only to give—hints of what to expect. The daily papers will carry on the story.

### Sale of MEN'S Spring suits \$37.50

The sale is really a birthday present from our two leading makers. About half of the suits are Society Brand; the others are equally high grade—in fact, the suits average up with those now in stock at \$50 to \$65.

Models for all men; all share in this Silver Jubilee. Accepted models and materials: plenty of the new pencil stripes, fancies and light shades. Choice is \$37.50.

### Men's Low Shoes, \$5.50

You're getting newness and quality here. Every style oxford—the new brogues and cross tips; the plain toes, too. Black, wax calf, brown calf, toney red calf. Wingfoot rubber heel attached. All sizes.

### Men's Trousers, \$4.95

made to sell at \$7.50 to \$8

Dress trousers in fine cassimeres and worsteds. Neat mixtures and dignified stripes. Also solid colors. Plain or cuff bottoms; all sizes.

### Men's silk shirts, \$4.95

Lowest price we know for high-grade shirts of this quality. They conform to the highest standards of excellence in material and making; they include crepe de chine, broadcloth and jersey silks, in white and fancy stripes.

### Men's silk plaited hose

55c

Full seamless first quality hose. Reinforced heels, double sole and toe. Black and fancy heather mixtures. 55c a pair; 6 pairs, \$3.

### 35c Paris garters, 19c

Single grip garters in all colors; not more than two pairs to a customer.

### Men's soft & derby spring hats

\$4.95

Approved spring models, in light and dark brown; gray, pearl, tan and black.

### Knox caps, \$1.65

Imported and hand tailored, but you know Knox quality. (First floor.)

### Small boys' wool jersey suits

\$3.95

Middy and Oliver Twist suits in olive and green jersey cloth. Trimmed with braid and insignia. Sizes 3 to 10. (Third floor.)

### Boys' knickers blouse or shirt

79c

Knickers of gray crash and Leonard suitings. Sizes 7 to 17. Blouses of fine quality madras. Sizes 6 to 16. Shirts of high count striped percales. Sizes 12 to 14 neck-band. (Third floor.)

### Women's sateen petticoats

79c

Superior grade sateen, made into well-wearing petticoats with accordion plaited flounce. Black, blue and green. (Second floor.)

### Corsets very special at

\$1

A manufacturer's contribution—of pink or white coutil in low bust style. Garters at front and sides. (Second floor.)

### Women's Kayser ribbed vests

39c

Band-top ribbed vests in pink and white. In white, 36 to 44; in pink, 36 and 38. (First floor, south annex.)

### Dutch muslin curtains

89c

Soft white muslin curtains, trimmed with hemstitching—ideal for sleeping rooms. All are 2 1/4 yards long. (Third floor.)

### Women's sample chemise and nightgowns, \$1

White nainsook gowns and chemise in a host of attractive styles. Tailored and frilly styles, the chemise with both built-up and strap shoulders. (Second floor.)

### Big boys' two-trousers suits \$10

Norfolk and semi-Norfolks in quality cassimeres and chevots. Splendid choice of new colorings and patterns. Sizes 8 to 18. (Third floor.)

### Women's and misses' silk dresses, \$15

Taffetas, mignonettes and wool serges in delightful new springtime styles. Included are also extra sizes to 52. (Second floor.)

### Coats, capes and wraps, \$15

Swagger polo styles, both belted and flare, as well as most attractive new wraps and cape coats of quality velour in new spring shades. Sizes 14 to 20 and 34 to 42. (Second floor.)

### Women's tweed and jersey suits, \$15

The suits of universal appeal for spring and summer wear—all occasion fashion fabrics that fit into outdoor life like growing grass and singing birds. (Second floor.)

### 8x10 perfect grass rugs

\$4.95

Shipped in a leaky car, they became wet at one end. Made to sell for \$8.50, but for this very harmless reason reduced. Reinforced with double warp. (Fourth floor.)

### 9x12 Congoleum rugs

\$8.95

Absolutely perfect rugs, made with one seam down the center. A wide variety of attractive patterns and colorings make them especially tempting. (Fourth floor.)

### 81x90 Wearwell sheets

\$1.39

Fine quality muslin sheets, made with wide hems and free from dressing. Large, double-bed size. (Third floor.)

### Pillowcases, 23c

42x36 soft muslin cases, with wide hems. (Third floor.)

### Women's fine lambskin gloves

\$1.19

2-clasp imported lambskin gloves, absolutely perfect throughout. White, brown, black and tan with embroidered backs. (First floor, south annex.)

### Women's pure silk hose

\$1.19

Full fashioned with mercerized tops; subject to very trivial imperfections, scarcely apparent. Black, brown, gray and white. (First floor, south annex.)

### 2,000 yards of bordered scrim

9c yd.

Double bordered scrim in a wealth of good colors for draperies. Scrim that formerly sold last season at 25c. (Third floor.)

### Tots' organdie dresses

\$1.59

Cunningly checked organdie dresses in lavender, pink, rose, blue and maize; with plain color organdie collars and cuffs. Sizes 2 to 6. (Third floor.)

### Babies' hand-embroidered things

Daintiest, hand-embroidered Madeira pretty things for baby.

Infants' caps, 79c; baby bibs, 69c.

Pillowslips, \$1.79.

Carriage covers, \$3.50.

Children's combinations, \$2.69. (Third floor.)

### Women's sample dress blouses \$3.95

Of mignonette, georgette crepe or crepe de chine, in delightful overblouse and regulation tuck-in styles. Trimmed with beading, hand embroidery and genuine fillet. All new colors. Sizes 36 to 46.

### Girls' sample white dresses \$4.95

Prettiest batiste, voile, lawn and organdie dresses. Trimmed with tucks, ruffles and ribbon sashes—many, many styles. Sizes 8, 10 and 14.

### Girls' hats, \$1.95

Tailored, roll brim Milan straw hats with grosgrain ribbon streamers. (Third floor.)

### A magnificent phonograph \$69

Including 25 double-disc records, 9-inch size—50 selections.

A very special offer and \$5 a month pays for it! (Second floor.)

### Boys' and girls' shoes, \$2.79

Low shoes in fine patent or dull leathers, Havana brown kid, mahogany and light tan calf and white reignskin. Oxfords, Mary Jane pumps, Theo ties, and instep strap slippers. Sizes 8 1/2 to 2. (Third floor.)

# The Hecht Co.

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